

Rep Order# 8872204 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37399

Printed: 09/26/2012 6:27 PM  
Last Received: 09/26/2012 12:28 PM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HORSFORD, STEVEN  
Product Horsford/DCCC  
Estimate# 1876  
Buyer Jesse Demastrie  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/1876  
Flight Dates 09/26/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
TOTAL REMAINS THE SAME - \$11,900  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	W-F	500A-600A	8 NEWS NOW	:30	\$565.00	09/26-09/28	2	1	2	\$1,130.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*2	W-F	600A-700A	8 NEWS NOW	:30	\$750.00	09/26-09/28	2	1	2	\$1,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*3	W-F	700A-900A	CBS THIS MORNING	:30	\$440.00	09/26-09/28	2	1	2	\$880.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*4	W-F	900A-1000A	LIVE! WITH KELLY	:30	\$650.00	09/26-09/28	1	1	1	\$650.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*5	W-F	1000A-1100A	PRICE IS RIGHT	:30	\$350.00	09/26-09/28	1	1	1	\$350.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

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<b>Station</b>	KLAS-TV LAS VEGAS
<b>Advertiser</b>	( ) HORSFORD, STEVEN
<b>Product</b>	Horsford/DCCC
<b>Estimate#</b>	1876
<b>Buyer</b>	Jesse Demastrie
<b>Phone#</b>	
<b>Fax#</b>	

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**Flight Dates** 09/26/2012 - 10/01/2012  
**Hiatus Weeks**

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	*6	W-F,M	1100A-1200P	YOUNG & RESTLESS	:30	\$325.00	09/26-10/01	0	0	0	\$0.00	
		Sales Remark: V3 .. V3 More than 2 codes changed										
	*7	W-F	1200P-1230P	8 NEWS NOW AT NOON	:30	\$225.00	09/26-09/28	1	1	1	\$225.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*8	W-F	1230P-200P	THE BOLD AND THE BEAUTIFUL/DEAL	:30	\$325.00	09/26-09/28	1	1	1	\$325.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*9	W-F,M	100P-200P	LET'S MAKE A DEAL	:30	\$300.00	09/26-10/01	0	0	0	\$0.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*10	W-F,M	200P-300P	THE TALK	:30	\$275.00	09/26-10/01	0	0	0	\$0.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*11	W-F,M	300P-400P	ELLEN	:30	\$325.00	09/26-10/01	2	1	2	\$650.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*12	W-F	430P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$940.00	09/26-09/28	2	1	2	\$1,880.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*13	W-F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,000.00	09/26-09/28	2	1	2	\$2,000.00	
		Sales Remark: V3 . V3 More than 2 codes changed										

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	*14	W-F,M	630P-700P	INSIDE EDITION	:30	\$1,000.00	09/26-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*15	W-F	700P-800P	ET/INSIDER	:30	\$800.00	09/26-09/28	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*16	M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,100.00	10/01-10/01	1	1	1	\$2,100.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*17	W-F,M	1135P-1237A	LATE SHOW W. LETTERMAN	:30	\$425.00	09/26-10/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*18	SA	530P-600P	POLITICS NOW	:30	\$175.00	09/29-09/29	1	1	1	\$175.00	
				Sales Remark: V3 .								
				V3 Added								
	*19	W-F	400A-459A	NEWS	:30	\$35.00	09/26-09/28	1	1	1	\$35.00	
				Sales Remark: V3 .								
				V3 Added								

—REPORT TOTALS—

Report Totals: 19 / \$11,900.00

—SALES MONTHLY TOTALS—

Sep 12: 17 / \$9,475.00

Oct 12: 2 / \$2,425.00

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Sales Totals: 19 / \$11,900.00

Station Totals: 19 / \$11,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+